

New Orleans

City Council Presentation

November 15, 2019

Overall strategic approach

Next year, we'll continue, under the auspice of New Orleans & Company, to tell great New Orleans stories that appeal to our proven target, the Culture Seeker, with an emphasis on celebrating and preserving our musical heritage.

We'll invite them to *leave with a story*, becoming ambassadors for New Orleans and inspiring others to travel here as well.



Objective One

Increase visitation and spending year-over-year by promoting our major messaging pillars through traditional, digital, search and social media channels.

Objective Two

Position New Orleans as a premier travel destination with a new campaign that highlights the stories that music can create by bringing people together.

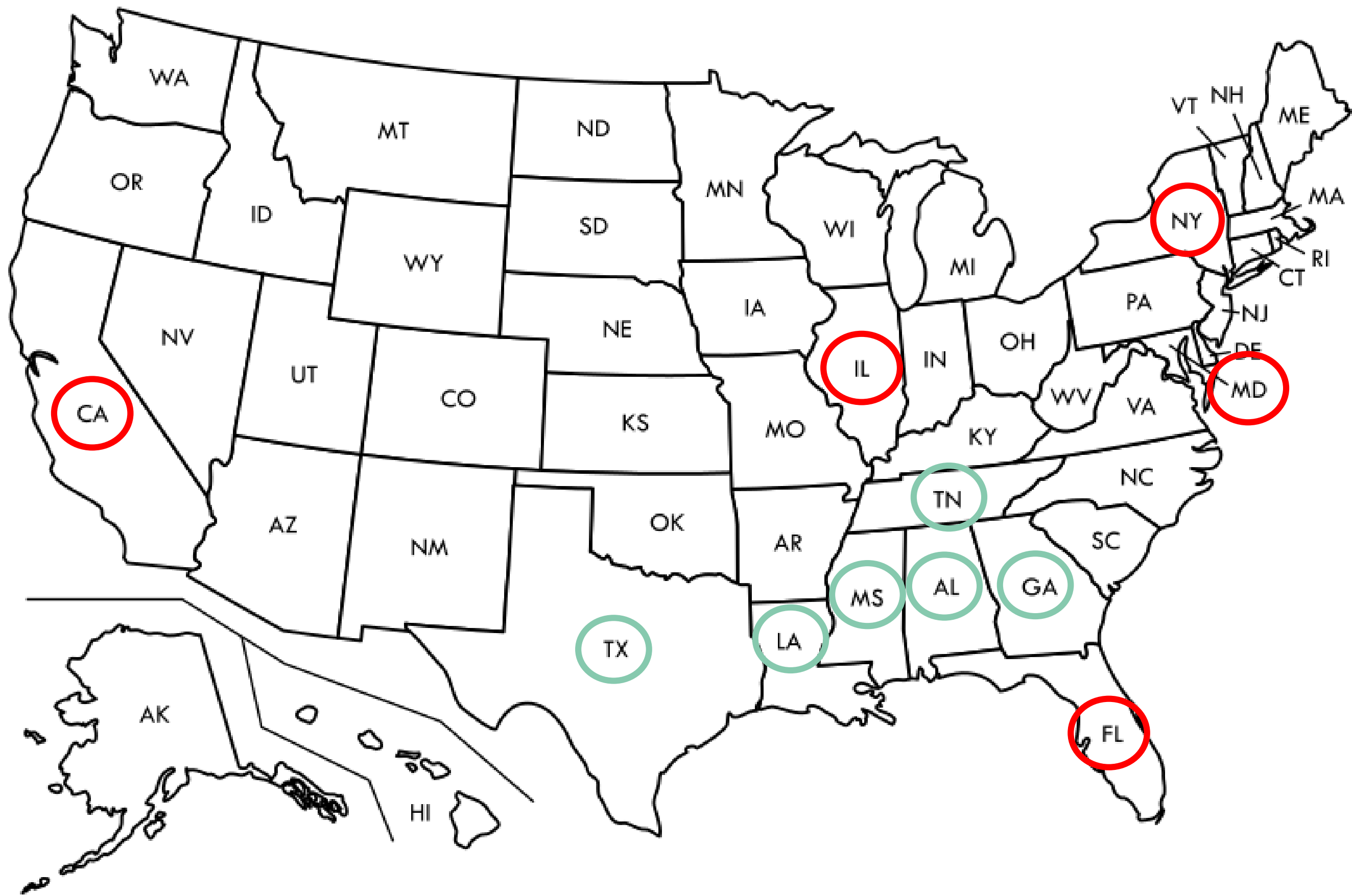
Objective Three

Generate and post editorial content that optimizes the leisure content on NewOrleans.com and GoNOLA.com

Objective Four

Continue to emphasize our city's history of and reputation for diversity and inclusion.

Media DMAs



- Louisiana
- Texas
- Alabama
- Mississippi
- Tennessee
- Georgia
- Illinois
- Florida
- Maryland/Washington D.C.
- New York DMA
- Los Angeles, CA DMA
- San Francisco, CA DMA

*** NOTE:** These markets are our current 2019 markets and data at year end will assist us in optimizing these for 2020.

 = "Quick Hit" States

 = "Investment" States/Markets

2020 Campaign: Offline Playlist

When we feel like we have nothing in common, music brings us together.

Our platform is about stories. Over the past year, we've been sharing new stories about the people and life in New Orleans, like Unexpected Tour Guides. In 2020, we will be continuing this platform with a new campaign that highlights the stories that music can create by bringing people together.



Social Media



/NewOrleans (Visit New Orleans - leisure)
/NewOrleansandCo (business)



/VisitNewOrleans
/GoNOLA504

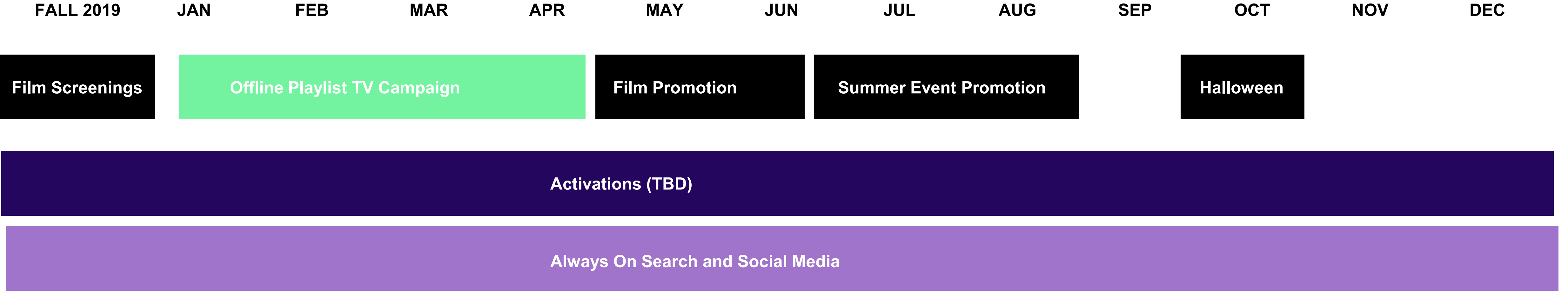


/VisitNewOrleans
/GoNOLA504
/NewOrleansandCo



/VisitNewOrleans
/NewOrleansCVB (weddings)

Launching the new campaign



Diversity & Inclusion Initiatives – Capacity Building



- Continue initiatives which **increase tourism dollars** into a broad array of local, diverse businesses across New Orleans.
- Continue the **“In It To Win It” workshops** (co-produced with NOMTN), our free, quarterly workshops for local and diverse businesses to equip and connect them with resources to thrive in the tourism-driven economy.
- Focus on **sustainability**, amplifying and doubling down on efforts to attract culture seekers who want to connect to our community of culture bearers.

Diversity & Inclusion Initiatives – Capacity Building



In 2020, New Orleans Tourism, through their agency partner 360i, has numerous opportunities available in **Event Planning, Public Relations, Graphic Design, Photography & Videography**.

If you or your business provides services in these areas, please email your resume, business info and/or portfolio to 360i-DiverseNOLA@360i.com. Any questions should be directed to the same email address.



For more information, contact
360i-DiverseNOLA@360i.com



Expand Supplier Diversity/DBE Reach, including:

- Increase non-media services and projects spend over 2019 (over 31%).
- Agency, 360i, is **building upon their successful approach**, including:
 - Increase overall spend
 - Increase the number of diverse business participants
 - Engage black female-owned businesses
 - create venues to connect NOLA diverse businesses with potential client opportunities
 - Continue mentoring diverse businesses.

Diversity & Inclusion – Marketing

- Focus on tactical channels to reach our AA, Culture Seeker and LGBTQ+ Culture Seeker by working with media partners, vendors and partners that **share our values**.
- Partner with the New Orleans Tribune to publish and distribute the **Welcome Guide for Black Tourists**.
- Sponsor/host **National Black Restaurant Week**
- **Essence Festival**: Leverage the most significant annual opportunity for NOTMC to create impact for diverse, local businesses by pushing content via Essence media channels and connecting event planners with diverse businesses in NOLA.
- Build on the success of 2019's **Martha's Vineyard activation**.
- Support **LGBTQ+ events** around the country, similar to 2019's World Pride activation.
- Continue to focus on **editorial content** that directly supports local, diverse businesses.



Healthy Hospitality Initiative



Continue support of 504HealthNet's work on **Healthy Hospitality** to provide access to local network clinics for hospitality service workers.

Partner with the New Orleans Tribune to publish and distribute the **Welcome Guide for Black Tourists**.

Focus on **sustainability**, amplifying and doubling down on efforts to attract culture seekers who want to connect to our community of culture bearers.

NOTMC 2020 BUDGET

DESCRIPTION	NOTES	AMOUNT
Per Night Occupancy Privilege Tax	3% increase over 2018 actual	\$ 5,684,606.05
Interest Income		<u>1,000.00</u>
Total Budgeted Revenues		\$ 5,685,606.05
Dedicated Expenditures		
N.O. Multicultural Tourism Network	(7.5% Occupancy)	426,345.45
N. O. Film Commission	per original ordinance/bylaws	100,000.00
N.O. Music Commission	per original ordinance/bylaws	<u>100,000.00</u>
Total Dedicated Expenditures		\$ 626,345.45
Major City Event Support		
Essence	Per agreement-annual and recurring	327,000.00
Superbowl Host Committee (thru 2023)	Per agreement-annual and recurring	125,000.00
Mardi Gras Port o lets	Per agreement-annual and recurring	<u>80,000.00</u>
Total Major City Event Support		532,000.00
*Other Cultural Economy Support (annual avg-by application)		<u>450,000.00</u>
Total Major City Event & Cultural Economy Support		\$ 982,000.00
Administrative Expenditures		
Combined Salaries, Payroll Taxes, Benefits		156,385.00
Other Administration Expenditures		40,000.00
Total Administrative Expenditures		\$ 196,385.00
Total Expenditures		<u>\$ 1,804,730.45</u>
Excess Revenues over Expenditures		<u>\$ 3,880,875.60</u>
available for infrastructure and other purposes of City		
Estimated 2020 Beginning Reserves Balance		\$ 2,000,000.00
Dick Clark NYE	Per agreement-one time only	<u>(691,666.50)</u>
Remaining Reserves		<u>\$ 1,308,333.50</u>
*See attached list for examples of 2018/2019 Cultural Economy Support		



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